

Request for Application

NEW JERSEY DEPARTMENT OF HEALTH

Funds for Chronic Disease Prevention and Control and School Health Promotion

in Low-Income School Districts

July 1, 2014 – June 30, 2015

Background

Healthy eating and physical activity play a substantial role in preventing chronic diseases, including heart disease, cancer and stroke. According to the US Centers for Disease Control and Prevention (CDC), the school environment should encourage all students to make healthy eating choices and be physically active throughout the school day.

When students participate in the recommended level of physical activity--at least 60 minutes daily--multiple health benefits accrue. Most youth, however, are not engaging in recommended levels of physical activity. Schools provide a unique venue for youth to participate in physical activity including physical education (PE), classroom-based physical activity breaks, recess, before- and after- school programs, interscholastic and intramural sports, and walking and biking to school.

A foundation of high-quality PE gives students the knowledge and skills to participate in a lifetime of physical activity and is the cornerstone of a Comprehensive School Physical Activity Program. The Society of Health and Physical Educators (SHAPE America) describes such quality PE as including instruction in movement skills and assessment of physical activity. SHAPE America recommends that each school district adopt a sequential, developmentally appropriate curriculum and assess student achievement based on physical education standards.

With respect to healthy eating, many students consume a large portion of their daily food intake at school. Schools should model and reinforce healthy dietary behaviors, according to the CDC, by ensuring that schools provide only nutritious and appealing foods and beverages in all school food venues and that all options meet federal and state school nutrition standards. Food service personnel should be provided regular professional development to support them as they implement the National School Lunch Program and School Breakfast Program.

This funding opportunity is supported through a grant to the New Jersey Department of Health (NJDOH) from the Centers for Disease Control and Prevention, CDC DP13-1305 “State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health.” The grant is to implement evidence and practice-based interventions to improve physical activity and nutrition, reduce obesity and prevent and control diabetes, heart disease and stroke with a focus on high blood pressure.

Programming under this grant will be implemented in five school districts referred to as Local Education Agencies (LEA). Two schools in each LEA will participate for a total of ten schools (minimum of one elementary school per LEA). Participating schools will have a minimum of 40% economically disadvantaged students (per NJDOE’s School Performance Report data).

Purpose

With the goal of creating supportive nutrition environments and implementing quality physical education and physical activity in K through 12 schools, the purpose of this Request for Application is to select an organization with expertise in physical activity and nutrition, that has community-based support and staff that can provide technical assistance to LEAs and schools with high percentages of economically disadvantaged students.

Project Goals

- Promote the establishment of policies and practices that create a healthy and supportive nutrition environment, including those that support standards established in the Healthy, Hunger-Free Kids Act (including sodium reduction) for foods and beverages sold outside of the federal reimbursable school meals program during the school day; prohibition of the advertising of unhealthy foods; and promotion of healthy foods, including those sold and served within school meal programs and other venues.
- Promote the implementation of comprehensive school physical activity programs (CSPAP). The foundation of CSPAP is a quality physical education program; other elements of a CSPAP include: physical activity programming before, during and after school, such as recess, classroom activity breaks, walk/bicycle to school programs and physical activity clubs.

Objective Areas

Activities under each objective area follow:

1) Improving school nutrition environments

- Provide professional development and technical assistance on strategies to create a healthy school nutrition environment to five LEAs/target schools.
- Collaborate with organizations in the school sector (not-for-profits, professional associations, etc.) to support LEAs/target schools on adopting and implementing policies for all competitive foods available during the school day (including sodium).
- Collaborate with organizations in the school sector (not-for-profits, professional associations, etc.) to support LEAs/target schools on adopting and implementing policies to prohibit the sales of less healthy foods and beverages (soda pop or fruit drinks, sport drinks, baked goods, salty snacks, candy).
- Provide professional development and technical assistance to LEAs/target schools on adopting and implementing policies that prohibit all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property.
- Provide professional development and technical assistance LEAs/target schools on promoting and implementing the following policies:
 - prohibit all forms of advertising and promotion for candy, fast food restaurants, or soft drinks.
 - price nutritious foods and beverages at a lower cost while increasing the price of less nutritious foods and beverages.
 - provide information to students or families on the nutrition, caloric, and sodium content of foods available.
 - place fruits and vegetables near the cafeteria cashier, where they are easy to access.
 - allow students to have access to drinking water.
 - offer fruits or non-fried vegetables when foods or beverages are offered at school celebrations.
 - allow students to purchase fruits and vegetables from vending machines or at the school store, canteen, snack bar, or as a la carte items.

2) Promoting the Implementation of Comprehensive School Physical Activity Programs

- Provide professional development and technical assistance to establish, implement, and evaluate CSPAPs in the five target LEAs.
- Provide professional development and technical assistance on establishing, implementing, and evaluating CSPAPs to staff that reach all students in intervention schools in the target LEAs.
- Work with target LEAs/schools to encourage them to establish, implement and/or evaluate CSPAP.
- Work with target LEAs to encourage them to increase by 30 minutes the amount of time per week for physical education.

3) Evaluation

- Participate in the NJDOH's Evaluation Planning Team's efforts to develop an evaluation plan for the funded activities.
- Compile and submit information to NJDOH about professional development sessions including number of staff trained and number of students reached by trained staff (number of LEAs and schools participating, number of students reached etc.).
- Each participating school will complete the nutrition and physical activity sections of the 2014 School Health Profiles Principal's Survey.

Eligible Applicants

To be eligible to apply, **applicants must have 501(c) 3 status.**

Applicants must also demonstrate the following **organizational capacity**:

- An established record of designing and delivering professional development and technical assistance to school staff with an emphasis on changing school-wide environments in support of healthy behaviors.
- Documented evidence of partnerships with low-income school districts.

- Strong partnerships with state or regional level not-for-profit agencies and associations also engaged in changing school-wide environments in support of healthy behaviors.
- Strong relationships with community-level not-for-profit agencies or other organizations that can partner with schools locally to support environmental change.

Funds and Funding Period

This is an open and competitive grant. The Project Period is on or about July 1, 2014 through June 30, 2015. One (1) grant award will be issued for up to a maximum of \$105,600.00. All grant funding is based upon availability of State and/or Federal appropriations and is subject to change at any time without notice.

Funding for the project period also depends on the grantee's documented progress in achieving project objectives.

Subsequently, for the following three grant periods (through June 30, 2018), grants will be renewed subject to the availability of funds and the grantee's documented progress towards project goals.

Application Timeline and Online Submission *via* SAGE

- An **email "Notice of Intent to Apply"** must be sent to Janis Mayer by **5:00 p.m. by May 23, 2014**. Contact information is provided below:

Janis Mayer, Program Coordinator
Office of Nutrition and Fitness/Office of Tobacco Control
Chronic Disease Prevention and Control Services Unit
NJDOH
Janis.mayer@doh.state.nj.us

- A Bidder's Conference/ Technical Assistance Meeting will be held for all eligible applicants on **May 29, 2014**. Location details will be provided, via email, before the meeting.
- Applications must be submitted **no later than 3:00 p.m. on June 13, 2014**.
- **Applicants will be notified of funding decisions on or about June 30, 2014.**

Applicants must submit the proposal online, via the **System for Administering Grants Electronically (SAGE)**:

- ***If your organization is already registered in SAGE, you will be able to logon and begin the application process once the application is available (date will be provided at the Bidders' Conference/ Technical Assistance Meeting).***

- ***If your organization has never registered in SAGE, you will be sent guidance for gaining access after your “Notice of Intent to Apply” has been received.***

Applications must include:

- A project description covering:
 - The project **implementation plan** for the activities under Objective Areas and associated **deliverables**.
 - **Evaluation plan:** what will be measured and how.
 - **Organizational capacity.** (Please refer to the bullets under Eligible Applicants).

This project description shall be no more than 10 pages long, in Calibri font, size 12.

- A **work plan** with timetable.
- A detailed **budget with justification.** Costs must specific and tied to project objectives and activities.
- A letter of support from the agency/organization on official letterhead. Attach in “Miscellaneous attachments” in SAGE.
- Resume/s of the project director and project consultants. Attach in “Miscellaneous attachments” in SAGE.

Paper submissions will not be considered. **Incomplete grant applications will not be considered and will be disqualified.**

Reporting Requirements after Grant is Awarded

Grantee organizations will be required to submit progress and expenditure reports addressing work plan activities as follows:

- *Brief* progress updates are to be submitted to NJDOH on a monthly basis. Due dates will be determined once grants are awarded.
- Expenditure Reports are to be submitted to NJDOH via the SAGE system 10 days after the end of each quarter.
- A Final Grant Progress Report on the agency’s activities under the grant and a Final Expenditure Report are due 60 days after the end of the budget period.

Other reports pertaining to specific activities may be required and shall be submitted as requested.

Proposal Review and Rating

NJDOH will convene a review committee that will judge the applications and assign points as follows:

- **Implementation Plan for Objective Areas/Deliverables: 30 points**
 - *Extent to which actions are specific, measurable, achievable, realistic and sustainable (SMART).*
 - *Extent to which deliverables match the project goals and purpose.*
 - *Extent to which planned activities will address the needs of disparate communities as described in RFA.*
- **Evaluation Plan: 15 points**
 - *The extent to which the applicant has described what the project will measure and how. (Plan can measure processes and outcomes as appropriate.)*
- **Organizational Capacity: 30 points**
 - *The extent to which the applicant meets the criteria listed under **organizational capacity**.*
- **Work Plan: 15 points**
 - *Extent to which work plan clearly describes the project actions, sequence and relationship to the budget.*
- **Budget and Budget Justification: 10 points**
 - *Extent to which budget costs are specific and tied to the workplan.*

For **technical assistance related to NJDOH SAGE**, please contact Anna Battle at the following email address: abattle@doh.state.nj.us